



San Pedro Property Owners' Alliance

March 13, 2017

Ms. Linda L. Grimes
San Pedro Waterfront Arts District
880 W. 18th Street
San Pedro, CA 90731

Re: Letter of Support for your Application to Establish Downtown San Pedro as a California Cultural District

Dear Ms. Grimes,

Your achievements in creating a vibrant art community have made a positive impact in the downtown San Pedro Historic Waterfront Business Improvement District ("the District"). From organizing all of the art studios to having monthly art tours to creating beautiful murals in our neighborhood, the San Pedro Waterfront Arts District has been a great addition to our community. We look forward to enhancing that relationship as we move forward and plan new projects in our District.

In this time of accelerated development in our area, we recognize the importance of designating areas with vibrant creative communities as Cultural Districts will not only celebrate our diverse cultural landscape, but will also help to draw economic development and tourism to the San Pedro economy.

To that end, we agree to support the San Pedro Waterfront Arts District as an active cohort in their quest to become a California Cultural District. This is a natural progression of the 2009 Los Angeles Community Redevelopment Agency intentions for funding the Arts Entertainment and Cultural Committee, as a partnership program of the San Pedro Chamber of Commerce. This incubator investment fueled the establishment of the non-profit San Pedro Waterfront Arts District, whose mission is to promote San Pedro's authentic arts, culture and entertainment character, through Advocacy, Marketing and Education activities.

In a research article based on a study of 99 U.S. urban cultural districts, American scholar Douglas Noonan (2013) found that on average Cultural Districts have significant impacts. "Districts appear to boost property values, incomes, employment, and turnover in the vicinity."

Furthermore, we understand Cultural Districts:

- Are unique to the character, community, and resources available locally.
- Have a significant economic impact on cities, attracting businesses, tourists, and local residents to a central part of the city.
- Can help revitalize neighborhoods and increase the quality of life for its residents.

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- Serve as a vehicle to assist in the support and marketing of local nonprofit cultural organizations.
- Serve as a focal point to brand a city's unique cultural identity and embrace its historic significance.
- Sometimes have formal boundaries lines with specific zoning ordinances and economic tax incentives.
- Might have more informal, unofficial boundaries that become a focal marketing point to cluster arts organizations.

In addition, we believe the benefits of participating in the pilot will help advance the cultural profile of this area for many years to come:

- Official state certification
- California Cultural Districts branding materials
- Technical assistance
- Joint marketing support
- Participation in developmental evaluation of the program

To quote the legislation, we believe Cultural Districts have the power to:

- Attract artists, creative entrepreneurs, and cultural enterprises.
- Encourages economic development and supports entrepreneurship in the creative community.
- Encourages the preservation and reuse of historic buildings and other artistic and culturally significant structures.
- Fosters local cultural development.
- Provides a focal point for celebrating and strengthening the unique cultural identity of the community.
- Promotes opportunity without generating displacement or expanding inequality.

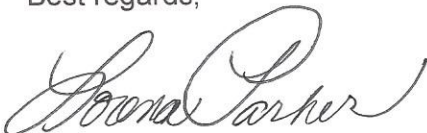
Establishing our area as a California Cultural District will assist our efforts to promote this community as a significant arts and culture destination.

As requested, below is our operating budget for 2016 and 2017.

Category	2016	2017
Pedestrian / Tourism / Safety Ambassadors	\$490,935.34	\$505,663.40
Sanitation and Beautification	\$183,426.39	\$188,929.18
Marketing	\$161,846.82	\$166,702.22
Administration	\$221,190.65	\$227,826.37
Contingency	\$21,579.58	\$22,226.96
Totals	\$1,078,978.77	\$1,111,348.13

We want to thank you for your contributions and look forward to working with you in the future to continue enhancing our District.

Best regards,



Lorena Parker
Executive Director

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